

# Utah 2001 Overnight Leisure Visitor Profile Summary

AGE		TRANSPORTATION		PURPOSE OF STAY		ACTIVITIES		SATISFACTION	
Average (years)	41.7	Motor Vehicle	76%	<b>Overnight Leisure</b>	<b>100%</b>	<b>General Spending (Net)</b>	<b>37%</b>	Average	7.9
18-34 Years	35%	Air	16%	Visit Friends/Relatives	30%	Dining	26%	8-10 Excellent	71%
35-49 Years	48%	Other	8%	General Vacation	26%	Shopping	21%	4-7 Fair/Good	24%
55+ Years	17%			Getaway Weekend	17%	Entertainment	17%	1-3 Poor	6%
				Other Personal	15%	<b>Nature (Net)</b>	<b>33%</b>		
				Special Event	13%	National/State Parks	21%		
LIFESTAGE		ACCOMMODATIONS		ORIGIN MARKETS		Camping	11%	VALUE	
18-34/No Children	13%	Hotel	41%	<u>States</u>		Beach/Waterfront	6%	Average	7.7
18-34/Children	23%	Private Home	37%	Utah	36%	Eco-Travel	6%	8-10 Excellent	67%
35-54/No Children	11%	Paid non/Hotel	16%	California	17%	<b>Outdoor Sports (Net)</b>	<b>33%</b>	4-7 Fair/Good	28%
35-54/Children/<\$50K	9%	Other	6%	Idaho	8%	Hike/Bike	14%	1-3 Poor	5%
35-54/Children/\$50K+	27%			Nevada	7%	Hunt/Fish	7%		
55+/No Children/<\$50K	7%			Colorado	5%	Golf	6%	EXPENDITURES	
55+/No Children/\$50K+	9%			Texas	3%	Adventure Sports	5%	Average (per person per day)	\$75
HOUSEHOLD INCOME		RESERVATION TYPE		Wyoming	2%	Snow Ski	5%	Transportation	31%
Average AHH Income	\$57,600	No Reservation	47%	Washington	2%	Boat/Sail	4%	Food	20%
<\$25,000	14%	Reservation	53%	Arizona	2%	<b>Sightseeing (Net)</b>	<b>29%</b>	Room	14%
\$25K-\$49,999	32%	Direct to Location	19%	New Mexico	2%	Sightseeing	27%	Shopping	18%
\$50K-\$74,999	29%	Toll-Free Number	13%			Group Tour	2%	Entertainment	12%
\$75,000+	25%	Other	11%			<b>Culture (Net)</b>	<b>18%</b>	Other	5%
OCCUPATION		Computer/Internet	9%	<u>DMA's</u>		Historic Site	9%		
Manager, Prof.	39%	Travel Agent	2%	Salt Lake City	40%	Museum/Art Exhibit	5%	LENGTH OF STAY	
Tech., Sales, Admin.	19%			Los Angeles	9%	Festival/Craft Fair	5%	Average	3.1 Nights
Service	3%			Las Vegas	4%	Concert/Play/Dance	4%	1-3 Nights	71%
Other	5%			Denver	4%	<b>Attractions (Net)</b>	<b>11%</b>	4-7 Nights	24%
Retired	8%			Idaho Falls/Pocatello	4%	Theme Park	4%	8+ Nights	5%
Not Employed	26%			San Francisco Bay Area	3%	Sporting Event	4%		
EDUCATION		PARTY COMPOSITION		Twin Falls	2%	Gamble	2%	ONE-WAY DISTANCE	
No College	18%	Avg. Party Size	3.4 Pers.	Sacramento	2%	Shows	1%	Average Distance	552 Miles
Attended College	30%	One Adult	15%	Phoenix	2%	Night Life	1%	1-250 Miles	32%
College Grad.	52%	MM/FF	3%	Albuquerque	2%			251-500 Miles	29%
Post-Grad. Degree	24%	3+ Adults	9%					501-750 Miles	15%
		Couples	31%					750+ Miles	23%
		Families	43%						